

Gimbel Brothers

Store Opens at 8:30

Gimbel Brothers

Store Closes at 5:30

Monday, June 12, 1916.



Poor Richard ECONOMY CARNIVAL

Gimbel Brothers

have arranged a tremendous merchandise movement in celebration of the spirit of advertising, as it will be visualized during the coming convention in Philadelphia of the

Associated Advertising Clubs of the World

Greater Philadelphia needs advertising; Greater Philadelphia is coming to a more thorough, lively faith in advertising.

The Nation and the rest of mankind has awakened to the truth that advertising has been erected into a science—and, the basis of a science being truth, the aim of the association of advertising men—they include merchants, bankers, railroad men, as well as practitioners of the science—is to lift the character of advertising.

This will go on until a legion of true exponents of the science has grown up. Then those who will not have brought their practices up to standard will be outlawed as a medical or legal class outlaws the unworthy.

The public is a growing board of censors—and every year lessens the power of the advertising of a concern that does not make generously good.

The power of direct advertising lessens the cost of goods to the consumer—by increasing output and thereby decreasing the cost of making each item.

An automobile as good as any of the established makes of today could not have been furnished at popular price—at even a possible price—without advertising.

We can afford to sell Dependable goods of the Current value of Two Million dollars this month at Savings to our public totaling \$300,000.

The sale is on. Will you make the most of the occasion?

50c to \$1 Vanity Bags at 25c
Fitted with mirror and powder puff.
58c for \$1 Hair Brushes—Huge's "Ideal."
7c Cold Cream Toilet Soap, at 3 cakes for 20c.
—Gimbels, First floor.

Graduation Time—Framing for Diplomas : Class Pictures and Certificates
Save one-third on ready-made Frames—at \$1.15, value \$1.75. Glass size 16x20.
Special attention paid to stretching parchment diplomas—expert service.—Gimbels, Seventh floor.

\$5 Corsets at \$2.90—High-grade
Good fashionable models.
\$1 for \$1.50 W. B. Corsets—new models.
75c for \$1.50 Bust Corset—dainty styles.
—Gimbels, Second floor.

Gimbel Candy Included at Special Prices
30c Turkish Paste—assorted flavors, at 20c lb.
30c Chocolate, Nut and Vanilla Caramels, at 20c lb.
40c Chocolate Wafers, at 30c lb.
—Gimbels, Chestnut Street Annex and Subway Store.

Women's Net Dresses—Samples
Called "net," though they're mostly lace—that new, interesting lace that is really patterns darned in, on the net.
At \$12.75, instead of \$18.75
All-white, except for the pretty girdle. Style-features: accordion-pleated flounce; long lace tunic; smart lace peplum.
\$19.75 Taffeta Dresses at \$13.50
Man-tailored. A splendid street style, with double collars of café au lait Georgette. Pearl buttons trim the bodice.
\$10 Black Voile Dresses at \$6.90
Long mourning for hot mornings. Box-pleated. Long Russian lines. Sash belt.
\$8.75 Rice Cloth Dresses at \$5.90
Three tiered skirt. Amber, Copenhagen or black stripes on white.
—Gimbels, Salons of Dress, Third floor. And some on the Thoroughfare, First floor.

Dainty Neckwear for Women Lower Than Gimbel's Usual Low Prices
50c, instead of \$1, for Oriental lace Vests, with flaring wired collar.
35c, instead of 50c, for Collar-and-Cuff Sets, of embroidered voile; dainty pattern.
38c, instead of 75c, for Collars of Point Venise lace, square back shape; white and ecru.
—Gimbels, First floor.

Boys' Clothing
The New at New Savings
These Norfolk Suits didn't "come from Mis-souri"—but every suit will plainly show unmatched value!
Blue Serge Norfolk Suits—with extra knickers, for 7 to 18 years, \$6.50.
Norfolk Suits—\$13.50 to \$16 values, at \$10—many with extra knickers, for 7 to 18 years.
Norfolk Suits—\$12 value, at \$8.50—for 7 to 18 years—fancy tweeds and cassimeres. Mostly with extra knickers.
Norfolk Suits of fancy tweeds and cassimeres, for 6 to 18 years—\$7.50 value, at \$5—many with extra knickers.
Washable Norfolk Suits—for 6 to 17 years—\$5 value, at \$3.75—white duck and tan crash.
Washable Suits for 2½ to 9 years—\$2.50 and \$3.50 values, at \$1.85—many styles and colors.
—Gimbels, Third floor.

Furnishings That Men Want—Special
—Of the better sort. Lower prices as an inducement for you to share freely—
Men's \$1 and \$1.50 Shirts at 85c
Better get a summer's supply of these soft-cuff Shirts—no end to the variety of patterns.
Men's White Pajamas : Special at 85c
With colored piping.
Men's \$1 Four-in-Hands at 50c
Plain-color—open-enders.
—Gimbels, First floor.

Black Dress Goods at Worth-While Savings
\$1.25 Mohair Sicilian, at 75c—light-weight, lustrous; 54-inch.
\$1.50 black wool Voile, at \$1—mesh weave, light-weight, rich deep black; 50 inches wide.
\$2 silk-and-wool Faille, at \$1.25—light-weight; lustrous; 40-inch.
\$1.50 black Serge, at \$1—shadow stripes; 48-inch.
—Gimbels, Black Dress Goods Section, Second floor.

Save on Women's Stylish Coats
Mid-summer sorts here in an early summer sale at prices that sound like the end of August!
\$15 Auto Coats for \$10
Palm Beach cloth. Natural, jasper and black-and-white.
\$20 Dressy Coats for \$12.75
Silk poplin, trimmed with fluffy marabout Black.
\$15 to \$25 Sports Coats, \$10 to \$19.75
Over twenty styles. Chinchilla, variously white, plaids and stripes.
\$12.75 to \$20 Street Coats at \$8.90
Broken lines of checks, gabardines, poplins, serges, Silk-lined—clear to the hem.
\$25 Poplin Coats for \$18.50
A dressy tailored model. Silk-lined. Black, blue, rookite.
—Gimbels, Salons of Dress, Third floor.

A Trio of Women's Suit Bargains
Each splendid in itself. Yet each but an example of what savings to expect throughout the whole Suit Section.
\$15.50 for \$22.50 Taffeta Suits
Good style—both dressy and practical. Navy blue and black.
\$20 for \$29.50 Silk Sports Suits
Think of the all-popular silk Jersey Suits at \$20! Wool Jersey Suits, too.
\$10.75 for \$15 Palm Beach Suits
Natural color, besides hairline blue and black.
—Gimbels, Salons of Dress, Third floor.

Good Savings on Good Gloves
Women's \$1 Gloves for 78c—white lambskin, 2-clasp, Paris Point and three-row backs.
Women's \$2 Gloves for \$1.35—French kid Gloves, 2-clasp pique, white with heavy black backs.
Women's \$1 Gloves for 68c—Milanese silk, in 16-button-length. Paris Point backs.
—Gimbels, First floor.

\$1 to \$2.50 Cream Serges, 75c to \$1.75
Particularly good news because it's just cream serge season.
You save because we did.
\$1 all-wool diagonal Serge, at 75c a yard.
\$2 all-wool tailoring Serge, at \$1.25 a yard.
\$2.25 all-wool suiting Serge, at \$1.50 a yard.
\$2.50 all-wool imperial Serge, at \$1.75 a yard.
—Gimbels, Colored Dress Goods Salon, Second floor.

The June Waist Sale Begins Again With New Shipments of Rare Bargains
To be shown tomorrow for the first time:
\$7.50 Georgette Crepe Waists at \$5
Three new styles.
\$5.90 Georgette Crepe Waists at \$3.95
Four new styles.
\$6.90 Crepe de Chine Waists at \$5
Two new styles.
\$5 Crepe de Chine Waists at \$3.95
Four new styles.
\$3.95 Crepe de Chine Waists at \$3
Five new styles. Plain or self-striped.
\$1.50 and \$2 Cotton Waists at \$1
Seven new styles, variously lingerie and tailored sorts.
\$3 to \$3.95 Cotton Waists at \$2
Sixteen new styles. Lingerie and tailored.
\$3.95 Cotton Waists at \$3
Four new styles. Very elaborately trimmed with lace.
—Gimbels, Salons of Dress, Third floor. And some on Aisles, First floor.

Modish Draw-String Beaded Bags at Savings of a Third
Choice of black and navy moire silk, embellished with steel bead designs; fancy linings.
\$1 for \$1.50 Kind \$1.95 for \$3 Kind \$1.95 instead of \$3.95 for hand-painted Swagger Bags; single handle; pouch of white moire silk, kid leather flaps, painted both sides.
\$1 instead of \$1.95 for Envelope Purses of grained Vachette leather; double flap; center flap of contrasting color.
—Gimbels, First floor.

Little Children's 75c to \$2.25 Dresses at 55c, 95c and \$1.50
Very attractive collection of Dresses for mothers to get for little folks of 2 to 6 years.
50c, value 75c, for Princess Slips; 2 to 6 years.
\$1.50, value \$2.50, for Hats and Bonnets.
\$1.95, value \$3, for French hand-made Dresses.
65c, value \$1.75, for Gimpes—ages 2 to 6.
—Gimbels, Infants' Wear, Second floor.

Men's and Young Men's Suits, \$14 Values \$20, \$22.50 and \$25
Three price groups, surplus lots of high-grade suppliers; besides the \$20 to \$25 Suits at \$14, pay—
\$17 for \$25, \$28 and \$30 Suits
\$22 for \$30 and \$35 Suits
Beltsac and plain model Suits; quarter-silk-lined; green flannel, also blue, brown and gray; in plain and striped; besides hundreds of new novelty mixtures, principally worsteds.
—Gimbels, Second floor, Ninth Street.

Hat Trimmings—Specials
Hair and peroxylin Laces for making and edging, at 35c to 75c a yard.
Moist-proof Maline Bows—wired, at 65c and 75c—black and white.
Box pleating—black and white, 34-yard length, at \$1.
—Gimbels, First floor.

\$3 Solid Gold La Vallieres at \$2
Gold Bracelets, at \$2.50, regularly \$4.
20-year gold-filled convertible Bracelet Watches, at \$10, regularly \$15.

Lamps—For Bridal Gifts
New—"Blue Bird" Lamps (emblem of happiness), white base, white silk shades and painted blue birds—for electric or gas; complete at \$5.50.
\$3.75, complete for dressing-table Lamps—electric.
Umbrella Lamps—brass finished base, cretonne covering, at \$3.50—electric.
Colonial mahogany Candle Lamps at \$3.50 complete.
"Martha Washington" Candle Sticks at \$1.25.
—Gimbels, Fourth floor.

\$2 to \$20 Sterling Vases, \$1.25 to \$14.50
Nickel silver Baking Dishes, at \$5, regularly \$8.
Lavender Salsa Bottles, at 65c, sterling top, regularly \$1 each.
—Gimbels, First floor.

White and Colored Dress Cottons. Extraordinary Values
15c a yard for 25c printed chiffon Voiles, 38 inches wide; some are "seconds."
18c a yard for 25c fancy woven Tissues, 36 inches wide; single or cluster stripes.
15c a yard for 25c white Seed Voiles.
20c a yard for 28c fancy white-corded Voiles, 39 inches wide. A manufacturer's clean-up lot.
—Gimbels, Grand Aisle, First floor & Second floor.

\$1.35 Table Damask at \$1
New : Bleached : 71 Inches Wide
Hemstitched damask Table Cloth at \$3.75, value \$4.50.
Scalloped round Table Cloth, at \$3.75 each, value \$4.50.
90c Ramin - weave white Dress Linen, 45-ins. wide, at 60c a yard.
—Gimbels, Second floor, Linen Store.

Misses' Smart Spring Suits and Top Coats at \$9.75 Values \$12.75 to \$20
Of service to the stay-at-home or vacationist. Best-liked styles of the spring season.
The Suits are of velour check, serges, shepherd checks and poplins in navy, green and black. Choice \$9.75.
The Top Coats of velour or shepherd checks; some lined throughout. Choice \$9.75.
—Gimbels, Salons of Dress, Third floor.

\$45 Porch Suite (4 pieces) at \$20
Four-piece Porch Suite, black-and-white decorations; large settee, arm chair, rocker and large table. Special at \$20 the suite, value \$45.
\$2 Rustic Flower Stands, tripod base, jardiniere holder, at \$1.
\$10 fiber reed Rockers, upholstered backs, spring seats, cretonne cushions, at \$5.
\$12 Colonial Arm Chairs or Rockers; mahogany frames; hand-woven rush seats, at \$7.75.
—Gimbels, Furniture Store, Sixth floor.

Good Notions to Share at Savings
Melba Garment Shields—elastic arm bands, adjustable lacing in back, at 15c, value 25c.
15c for two 10c De Long Hair Pin Cabinets. Tape—white, pink, blue; 125 hairpins in a box.
—Gimbels, Notion Store, First floor.

Men's \$2 to \$2.50 Straw Hats at \$1.50
New shapes in rough braids and sennits.
Silk Caps for motoring Madagascarr Straw Hats at \$1, value \$1.50—fancy braids.
—Gimbels, First floor.

Women's Sports Attire; Save!
Women's linen Riding Hats, at \$11.75.
Women's Sports Coats, one of a kind models, at \$15.
Women's Sports Suits; samples, of knit cloth, kool cloth and Keyser silk, swagger styles. At \$25.
—Gimbels, Third floor.

Newest-Style \$5 Tub Skirts at \$3.95
A style created by a new demand for a skirt without pockets.
Of white linen crash. Big pearl buttons down both hips, fastens and trim.
—Gimbels, Salons of Dress, Third floor.

GIMBELS
MARKET : CHESTNUT : EIGHTH : NINTH